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How Salesforce Marketing Cloud Works With Consent Management Framework

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Capgemini

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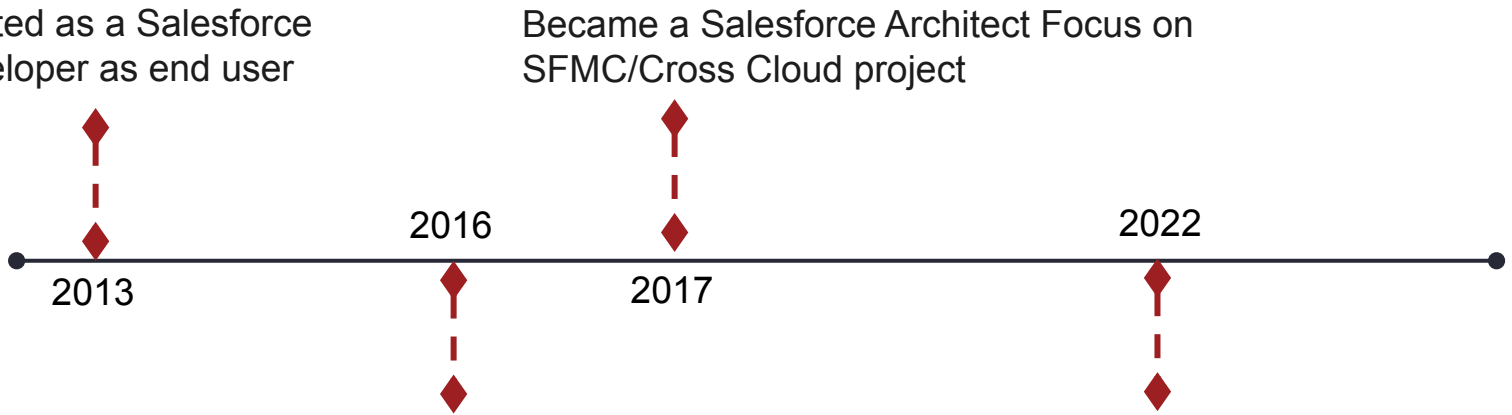
About me

Years of Salesforce Experience	Number of Salesforce Certifications	Trailhead Star Ranger
11	30+	3



Agenda

- What is Consent Management Framework and why you need it
- Different scenarios to apply consent objects
- Consent Data Model in SFMC
- Consent Dataflow
- How do you use the consent in SFMC
- Demo
- Q&A

What you will walk away with today

- Know what Consent Management Framework is
- How you can use it to manage consent
- How you can leverage it in SFMC

What is Consent Management Framework and why you need it

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Introduction to Salesforce Consent Management

What is Salesforce Consent Management Framework

A data model in Salesforce CRM that provides flexibility to capture and manage consent data

Track opt in/out for specific brands, communication purposes, channels and contact points

Consent management object records aren't counted toward your storage usage.

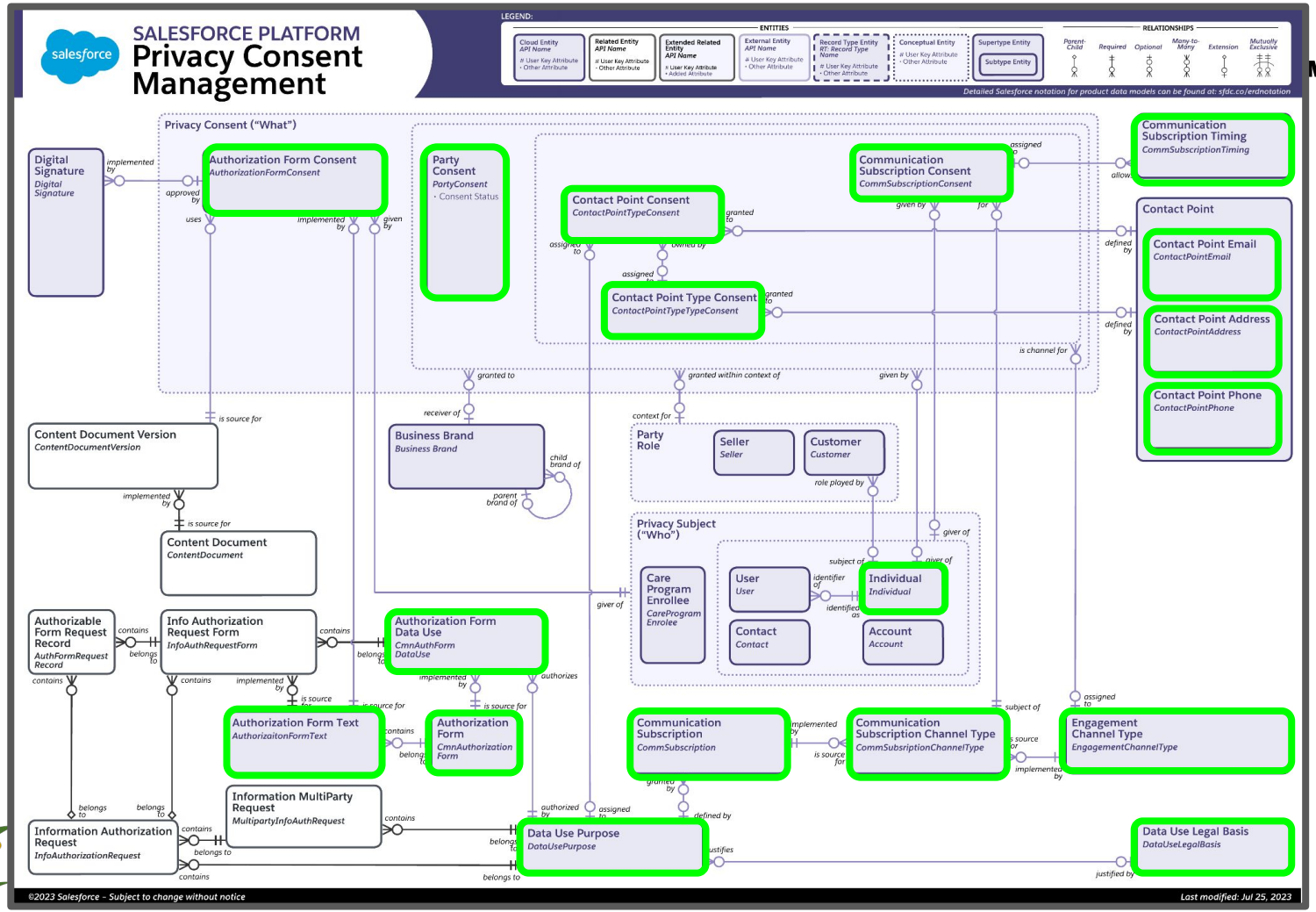
Why do you need it

Comply with data protection and privacy regulations

Give customers control over their own data

Streamline the data privacy management processes

Consent Management Data Model



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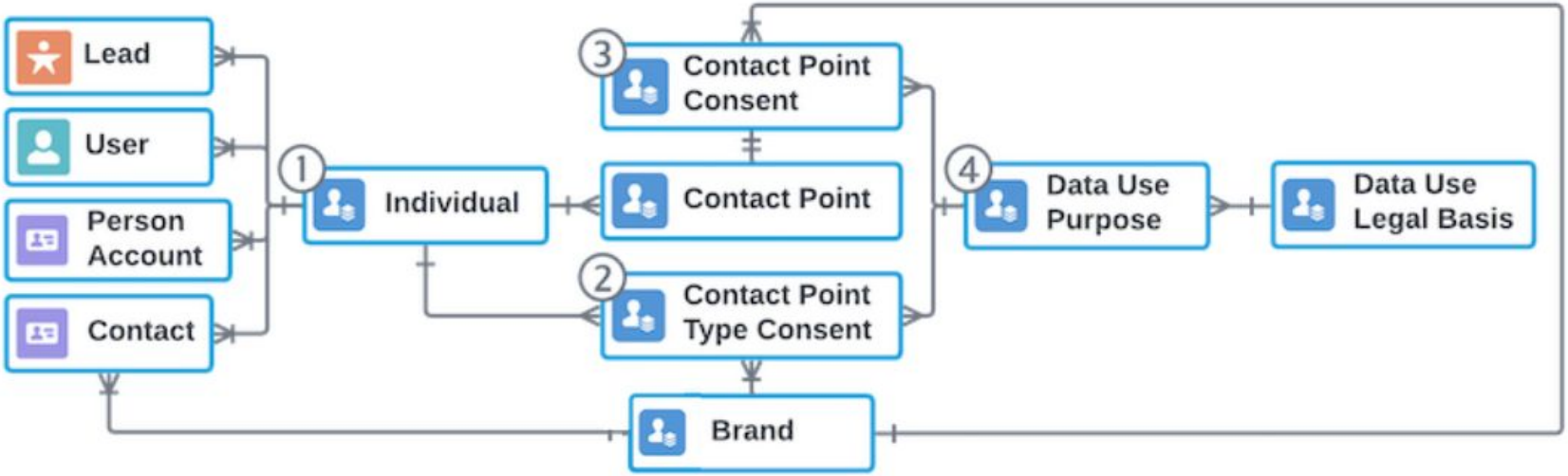
Consent Objects

Consent Management Data Model

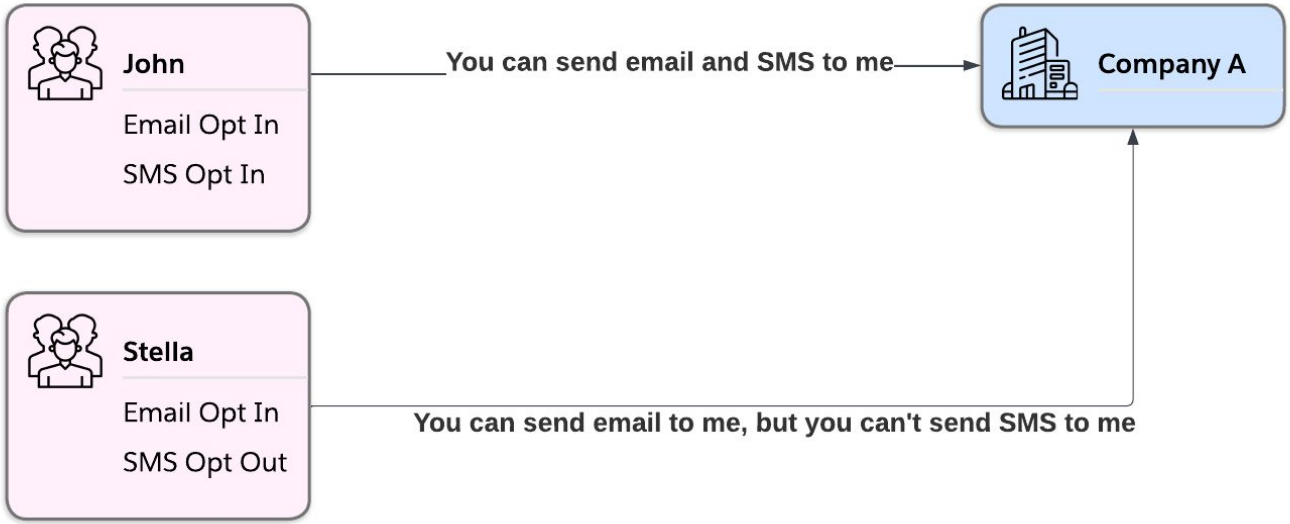


Consent is managed in the data model on **four levels**:

1. Global consent
2. Engagement channel consent
3. Contact point consent
4. Data use purpose

Scenarios to apply consent objects

Scenario 1 -
1 Brand, 1 Contact point per Channel



Scenario 1 -
1 Brand, 1 Contact point per Channel

Standard Objects

Consnet Management Objects

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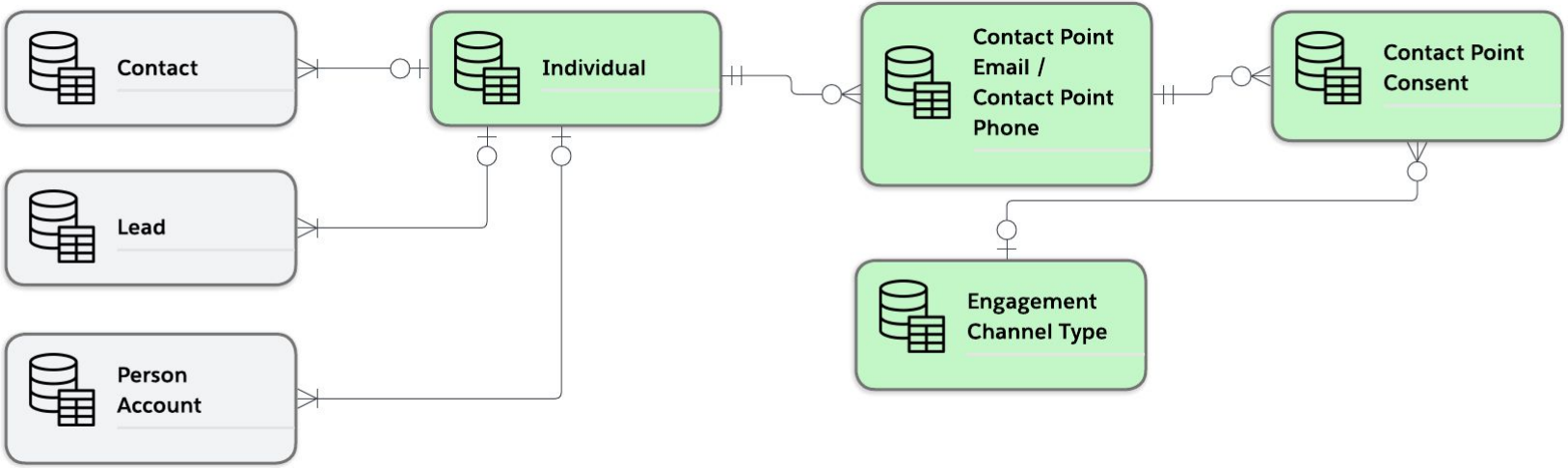

Customer

Company

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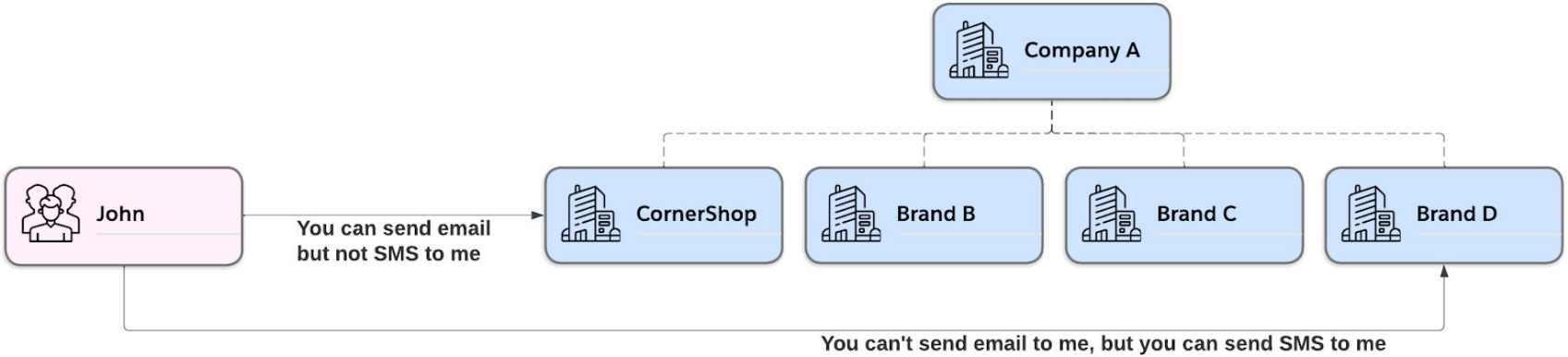
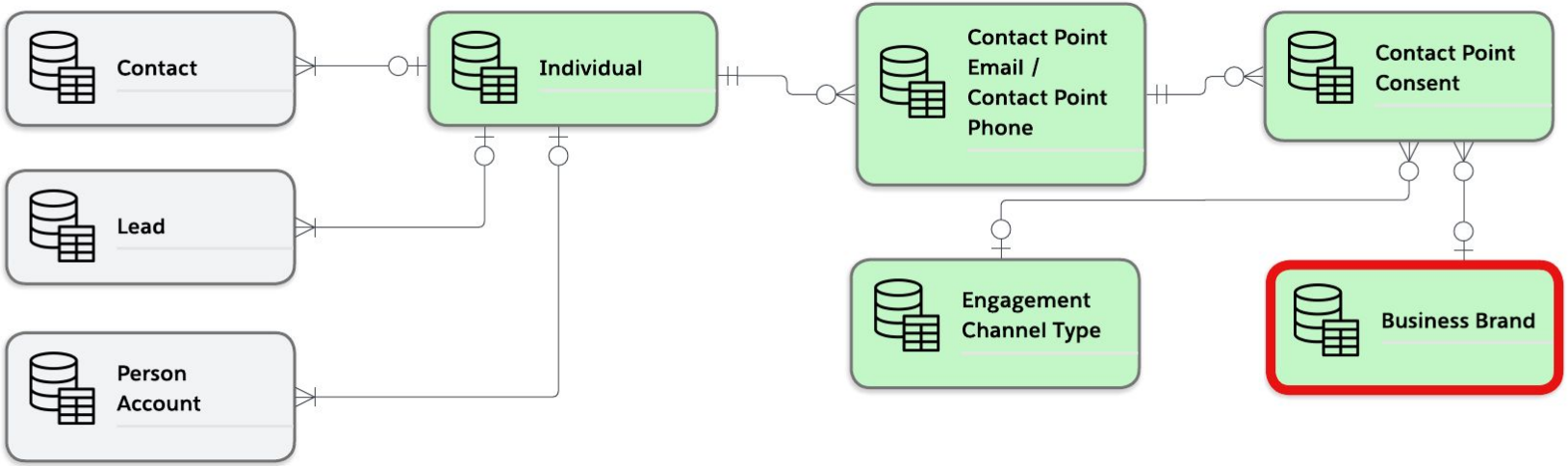
Scenario 2 -
Multiple Brands, 1 Contact point per Channel



Scenario 2 -
Multiple Brands, 1 Contact point per Channel



Scenario 3 -
Multiple Brands, Multiple Contact points per Channel

Customer

Company

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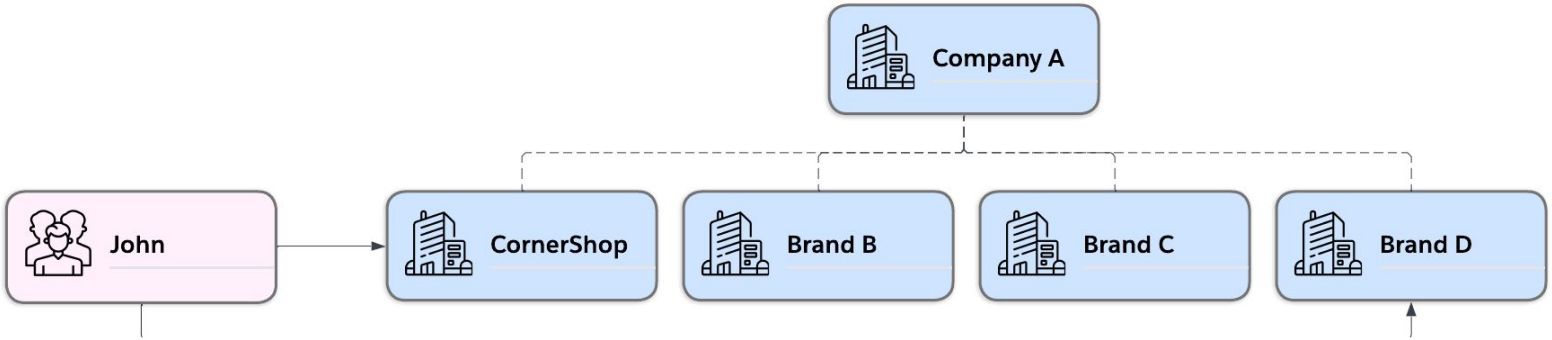

John	Corner Shop			Brand D		
	Product Updates	Promotions & Offers	Offers from Partners	Product Updates	Promotions & Offers	Offers from Partners
Personal Email	√	√	×	√	√	√
Work Email	×	×	√	√	√	×
SMS	√	√	×	√	√	√
Phone	√	√	×	×	×	×

Standard Objects

Consnet Management Objects

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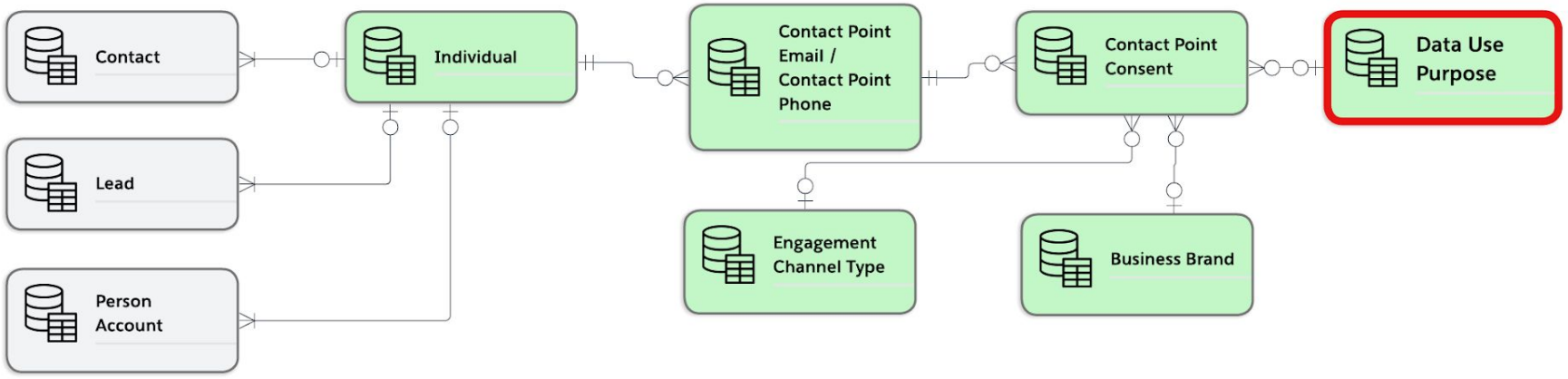
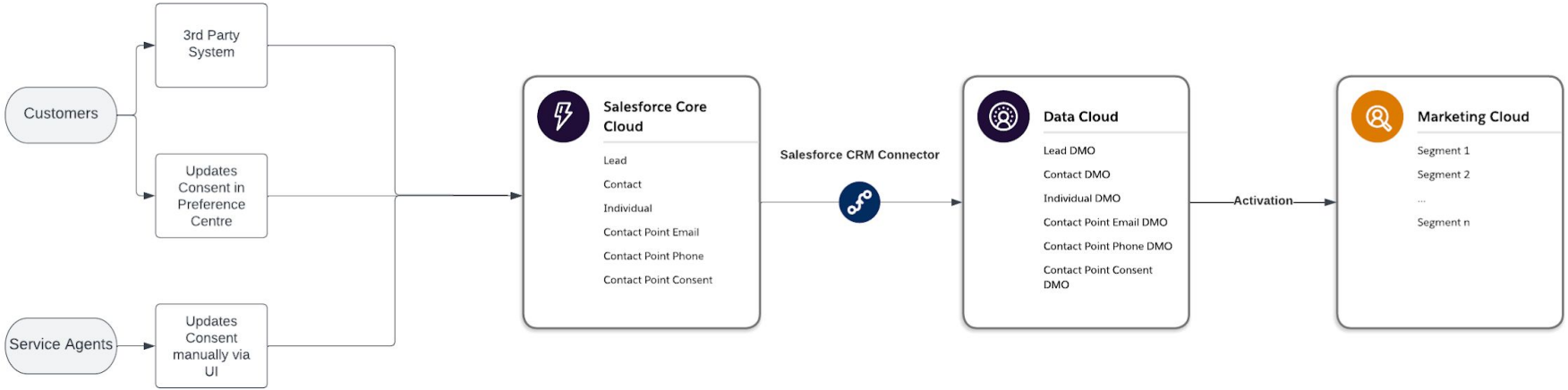
Scenario 3 -
Multiple Brands, Multiple Contact points per Channel

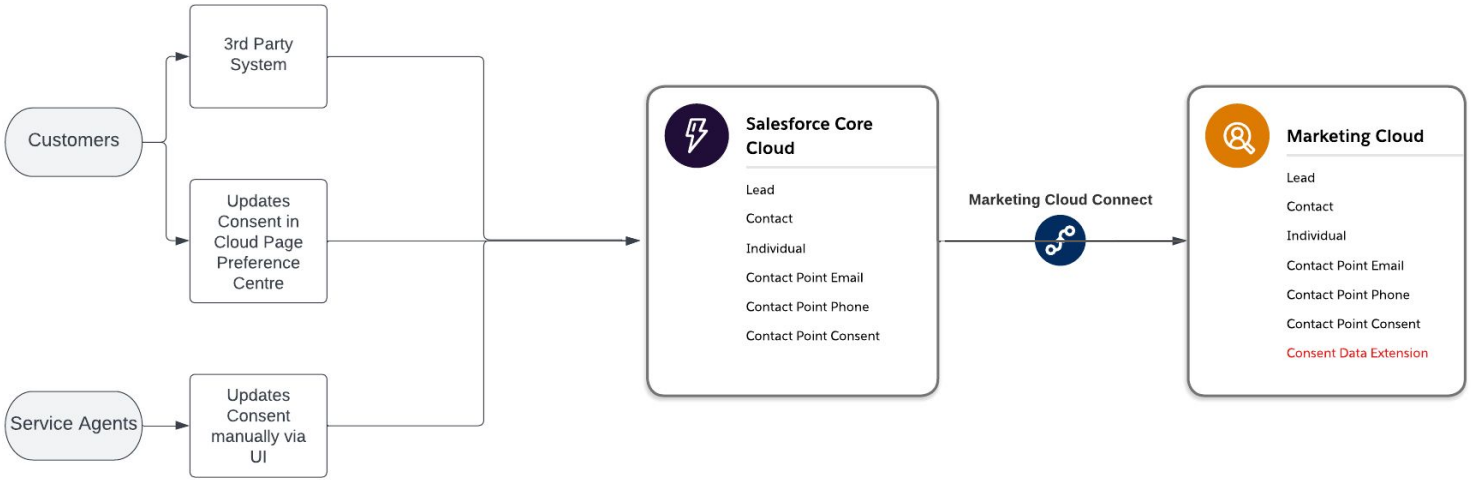


Different options to leverage consent data model

Option 1 - Sync to Data Cloud

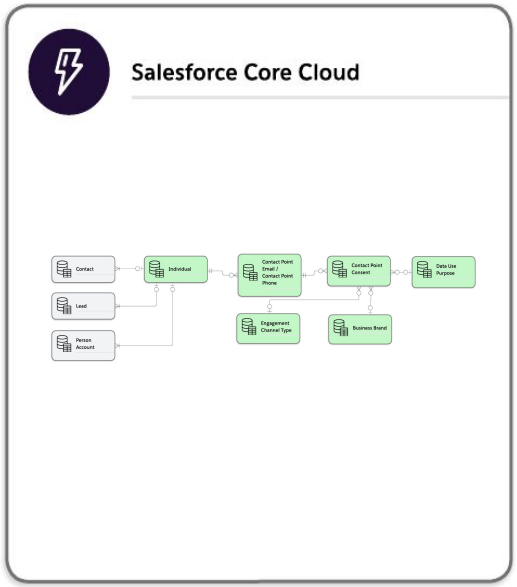


Option 2 - Sync to SFMC



Consent Data Model in SFMC

Data Model – SFMC Consent Data Extension

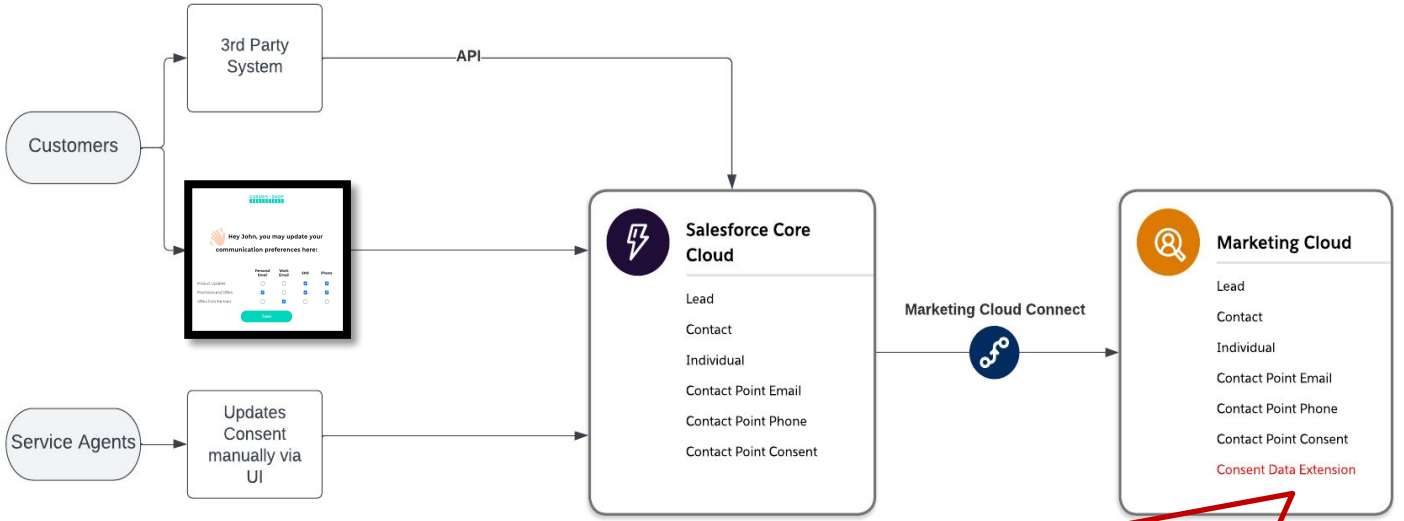


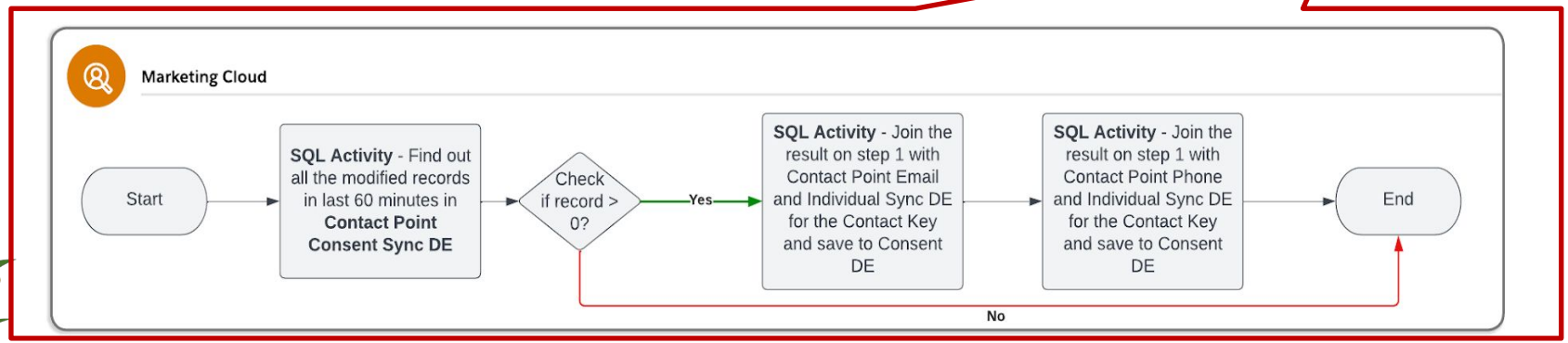
Transformation (denormalization)

Consent Dataflow

Dataflow

How consent is passed to Salesforce Marketing Cloud

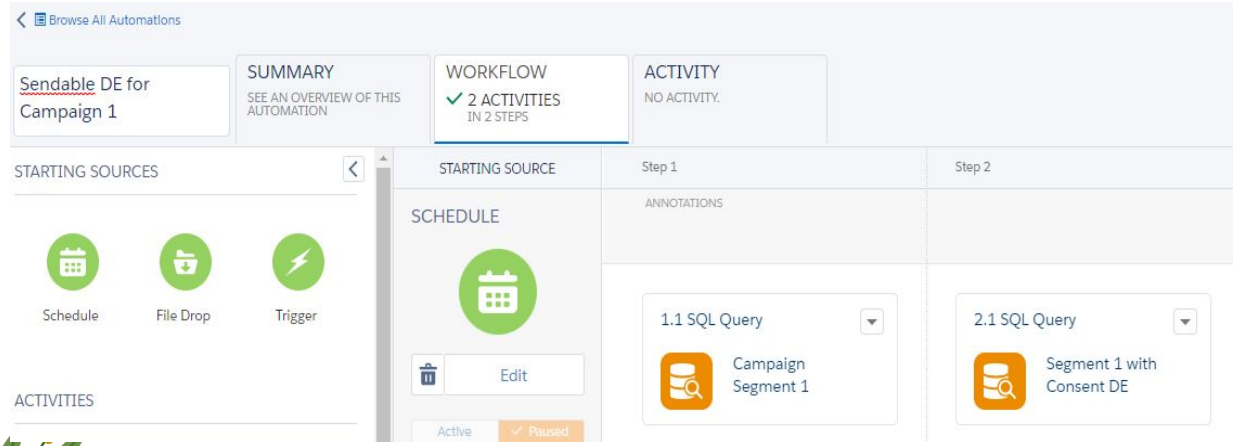




How do you use the consent in SFMC

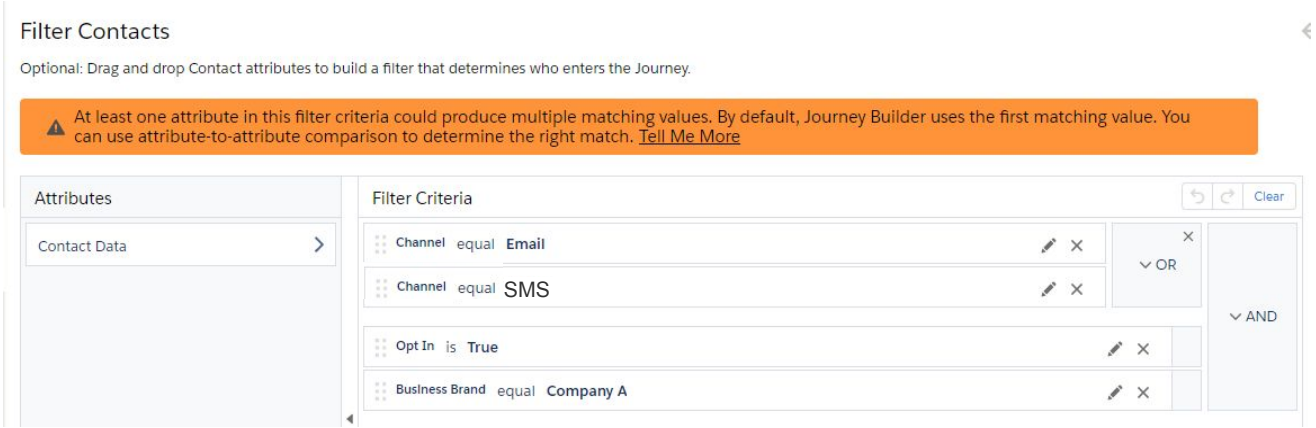
How do you leverage the Consent DE

Option 1 – Use SQL Query to prepare a Sendable Data extension **(Recommended)**



How do you leverage the Consent DE

Option 2 – Use filtered Data Extension & Journey Builder Filter Contacts function



Design assumptions

Salesforce CRM is the system of records for consents

Any updates to consents will happen in CRM first and subsequently to the other systems

Only relevant/selected objects from Consent Management framework are used in the design but not all objects

Demo

Q&A

Thank You!